

UNITED STATES DISTRICT COURT
FOR THE DISTRICT COURT OF MASSACHUSETTS

)
FRED DEN, individually and on behalf of)
all others similarly situated,)
Plaintiff,)
)
v.) Civil Action No. 03-12211DPW
)
KAREN A. WALKER, EDWARD H. SNOWDEN)
and BOSTON COMMUNICATIONS GROUP,)
INC.,)
Defendants.)

)

AFFIDAVIT OF LISA CAMERON, ESQ. IN FURTHER SUPPORT OF DEFENDANTS'
MOTION TO DISMISS THE AMENDED CONSOLIDATED CLASS ACTION
COMPLAINT

COMMONWEALTH OF MASSACHUSETTS

COUNTY OF SUFFOLK

I, Lisa Cameron, Esq., hereby depose and state the following:

1. I am an attorney with the firm of Hale and Dorr LLP, counsel to the Defendants in the above-captioned action. I am a member in good standing of the Bar of the Commonwealth of Massachusetts, and I submit this Affidavit in connection with Defendants' Memorandum in Support of Their Motion to Dismiss the Amended Consolidated Class Action Complaint, filed herewith.
2. Attached hereto as Exhibit 1 is a true and correct copy of an excerpt from Boston Communications Group, Inc.'s ("BCGI") March 31, 2003 Form 10-Q.
3. Attached hereto as Exhibit 2 is a true and correct copy of the February 6, 2003 First Analysis report on BCGI.

4. Attached hereto as Exhibit 3 is a true and correct copy of the April 24, 2003 First Analysis report on BCGI.
5. Attached hereto as Exhibit 4 is a true and correct copy of the July 16, 2003 press release entitled "Boston Communications Group Reports Earnings for the Second Quarter of 2003."
6. Attached hereto as Exhibit 5 is a true and correct copy of the transcript of BCGI's July 16, 2003 conference call.
7. Attached hereto as Exhibit 6 is a true and correct copy of the April 16, 2003 press release entitled "Boston Communications Group Reports Earnings for the Second Quarter of 2003."
8. Attached hereto as Exhibit 7 is a true and correct copy of the April 17, 2003 Morgan Keegan report on BCGI.
9. Attached hereto as Exhibit 8 is a true and correct copy of Fisher v. SpecTran Corp., No. 99-12359-NG, slip. op. (May 31, 2001).
10. Attached hereto as Exhibit 9 is a true and correct copy of In re Art Tech. Group, Inc. Sec. Litig., C.A. No. 01-11731-NG, slip. op. (Sept. 4, 2003).
11. Attached hereto as Exhibit 10 is a true and correct copy of the transcript of BCGI's April 16, 2003 conference call.
12. Attached hereto as Exhibit 11 is a true and correct copy of an excerpt from BCGI's December 31, 2002 Form 10-K.
13. Attached hereto as Exhibit 12 is a true and correct copy of the June 12, 2003 Raymond James report on BCGI.
14. Attached hereto as Exhibit 13 is a true and correct copy of In re Allaire Corp. Sec. Litig., No. Civ. A. 00-11972-WGY, Sept. 25, 2001 Hearing Transcript.

15. Attached hereto as Exhibit 14 is a true and correct copy of the Form 4 filings made with the SEC on behalf of Defendant Edward H. Snowden.

16. Attached hereto as Exhibit 15 is a true and correct copy of In re Chipcom Corp. Sec. Litig., No. 95-1114, slip op. (D. Mass. April 29, 1996).

I declare under the penalty of perjury that the foregoing is true and correct.

Executed on May 10, 2004.

/s/ Lisa M. Cameron
Lisa Cameron, Esq.

CERTIFICATE OF SERVICE

I, Lisa M. Cameron, hereby certify that on May 10, 2004, I caused a copy of the foregoing document to be served by overnight mail to counsel who are not listed to receive service electronically.

/s/ Lisa M. Cameron
Lisa M. Cameron